

## Claims

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2 I claim:

- 3 *Dub*  
4 *at*
- 5 1. A method for enhancing the process of e-commerce, comprising the steps of:
    - 6 (A) receiving product information;
    - 7 (B) mapping said product information into product categories;
    - 8 (C) assigning said product information into a template;
    - 9 (D) populating said template with said product information;
    - 10 (E) selecting a group of on-line marketplaces;
    - 11 (F) broadcasting said populated template to said group of on-line
    - 12 marketplaces;
    - 13 (G) tracking activity on said broadcasted templates;
    - 14 (H) communicating said activity to a client; and
    - 15 (I) refining an on-line marketplace selection criteria.
  - 16 2. A method for enhancing the process of e-commerce, as recited in claim 1, further
  - 17 comprising receiving and storing client information.
  - 18 3. A method for enhancing the process of e-commerce, as recited in claim 1, further
  - 19 comprising sending e-mail communication to consumers.
  - 20 4. A method for enhancing the process of e-commerce, as recited in claim 1, further
  - 21 comprising sending report information to clients.
  - 22 5. A method for enhancing the process of e-commerce, as recited in claim 1,
  - wherein said receiving product information further comprises receiving description, price
  - and quantity information.

1 6. A method for enhancing the process of e-commerce, as recited in claim 1,  
2 wherein said mapping product information provides a mapping between client products  
3 and multiple e-commerce marketplace sites.

4 7. A method for enhancing the process of e-commerce, as recited in claim 1,  
5 wherein said assigning product information into a template further comprises  
6 dynamically modifying the content of said template based on the selected e-commerce  
7 marketplace site.

8 8. A method for enhancing the process of e-commerce, as recited in claim 1,  
9 wherein said broadcasting further comprises sending a client product populated template  
10 to an on-line marketplace based on the results of prior e-commerce activity.

11 9. A method for enhancing the process of e-commerce, as recited in claim 1,  
12 wherein said tracking activity further comprises collecting data on number of Web site  
13 hits, click throughs, orders and e-mail communications.

14 10. A method for enhancing the process of e-commerce, as recited in claim 1,  
15 wherein said communicating activity to a client further comprises analyzing said tracked  
16 activity, producing a report and sending said report to a client.

17 11. A method for enhancing the process of e-commerce, as recited in claim 1,  
18 wherein said refining an on-line marketplace selection criteria, further comprises  
19 analyzing said tracked activity, comparing said tracked activity with a clients objectives  
20 and modifying a marketplace filter function.

21 12. A method for enhancing the process of e-commerce, as recited in claim 1, further  
22 comprising collecting sales information from e-commerce buyers.

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1 13. A method for enhancing the process of e-commerce, as recited in claim 12,  
2 wherein said collecting sales information from e-commerce buyers further comprises  
3 collecting credit card, product, price, address and quantity information.

4 14. A method for enhancing the process of e-commerce, as recited in claim 4, further  
5 comprising sending e-mail to customers.

6 15. A method for enhancing the process of e-commerce, as recited in claim 1,  
7 wherein said on-line marketplace is selected from the group consisting of on-line auction  
8 sites, on-line catalogs, comparison sale sites, classified advertisement sites, on-line  
9 exchange sites, and order aggregation sites.

10 16. A method for enhancing the process of e-commerce, as recited in claim 1,  
11 wherein said product information further comprises information selected from the group  
12 consisting of information concerning goods, information concerning services,  
13 information concerning financial information, and information concerning information  
14 ~~sources~~

15 17. A system for enhancing the process of e-commerce, comprising:  
16 (A) a client product;  
17 (B) an e-commerce site; and  
18 (C) a system for receiving said client product information, identifying said e-  
19 commerce site, wherein said system places client product information on  
20 said e-commerce site in a manner as to target said client product  
21 information to likely e-commerce customers.

1 18. A system for enhancing the process of e-commerce, as recited in claim 17,  
2 wherein said system for receiving said client product information and identifying said e-  
3 commerce site further comprises:

- 4 (1) a client set-up manager;
- 5 (2) a product page designer receiving information with said client set-  
6 up manager;
- 7 (3) a product broadcast tool in communication with said product page  
8 designer;
- 9 (4) a data collector receiving activity data from said broadcast product  
10 pages; and
- 11 (5) a report generator receiving data from said data collector.

12 19. A computational system for enhancing the process of e-commerce, comprising:

- 13 (A) an Internet communication link;
- 14 (B) a server computer connected to said internet communication link, wherein  
15 said server is a computer executing a program which selects appropriate e-  
16 commerce Web sites for the placement of client product information; and
- 17 (C) a storage device connected to said server computer, said storage device  
18 storing a database of client product information.

19 20. A computational system for enhancing the process of e-commerce, as recited in  
20 claim 19, wherein said executing program further comprises creating e-commerce Web  
21 sites using a previously created template.

22 21. A computational system for enhancing the process of e-commerce, as recited in  
23 claim 20, wherein said executing program further comprises dynamically modifying said

1 e-commerce Web site for the specific requirements of a particular e-commerce  
2 marketplace.

3 22. A computational system for enhancing the process of e-commerce, as recited in  
4 claim 19, wherein said executing program further comprises gathering Web site activity  
5 data.

6 23. A computational system for enhancing the process of e-commerce, as recited in  
7 claim 22, wherein said executing program further comprises analyzing said Web site  
8 activity data.

9 24. A computational system for enhancing the process of e-commerce, as recited in  
10 claim 23, wherein said executing program further comprises adapting the selection of e-  
11 commerce marketplaces based on said analyzed Web site activity data.

12 25. An system of e-commerce product information, comprising:

- 13 (A) a set of client product information;
  - 14 (B) a collection of Web page templates;
  - 15 (C) a connection between said collection of Web page templates and one or  
16 more e-commerce marketplaces;
  - 17 (D) a collection of Web page activity data; and
  - 18 (E) a statistical tool for evaluating said collection of Web page activity data.
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